

NO BULLY

Bullying Junior Campaign



Background

Fast food restaurant Burger King teamed up with No Bully — a nonprofit organization that according to their website ignites student compassion to eradicate bullying and cyberbullying — in October 2017 for National Bullying Prevention Month, for a campaign that focused on showing how bullying affects young children and how others around them tend to not do anything about it.

According to No Bully, “Bullying is the #1 act of violence against young people in America today.” (No Bully, 2017). Burger King, who is known for putting the crown on everyone’s head and having it their way, decided to speak up against bullying, since bullying is the exact opposite of what they stand for (YouTube, 2017). This allowed them to take a stand against bullying while also boosting their reputation.

“30% of school kids worldwide are bullied each year.” – *No Bully*

The campaign, Bullying Junior, brought the issue home with an experiment that took place in a Burger King restaurant in Los Angeles. The ad which portrayed a mix of actors and real-life customers, showed a high school junior being bullied by peers, while bullied (punched, smashed, destroyed) Whopper Jr. sandwiches were being sold by an employee/actor. The ad revealed that 95% of the real-life customers reported their bullied sandwiches, but only 12% stood up for the high school junior being bullied. The outcome was sad and unfortunate, but unfortunately not surprising.

Sinais Alvarado
COMSTRAT 565



Figure 1: Burger King’s still ad (Burger King, 2017)

Target Audience

The primary target audience for the Bullying Junior campaign were teenagers age 13-19 but specifically high school students. This target audience was selected because according to the National Center for Educational Statistics (2016), more than one out of every five high school student reports being bullied (National Center for Educational Statistics, 2016). Furthermore the CDC (2017) states, “Among high school students, 15.5% are cyberbullied and 20.2% are bullied on school property.” (Center for Disease Control, 2017).

Because bullying is a prevalent occurrence in high schools all over America, “The federal government began collecting data on school bullying in 2005, when the prevalence of bullying was around 28 percent.” (U.S. Department of Education, 2015). Today, society has put a spotlight on the issue, and continues to find different ways to create awareness and steps to prevent bullying. Burger

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King and No Bully, wanted to continue this move with its Bullying Junior ad to help continue to create awareness within their target audience.

A second target audience are adults, those who are Burger King customers, parents, and those who are bystanders in situations where bullying takes place. This group is important because it teaches us that if food can be defended for, people deserve to be as well.

Formative Research

No Bully and Burger King did not publish much of their formative research. However, No Bully has conducted research in order to accumulate data on bullying. They have programs in place, have conducted surveys, focus groups, interviews, and collected data from other sources (No Bully, n.d.). With this research, No Bully and their partner Burger King decided to put the research to the test in a social experiment.

Bullying Junior was a recorded social experiment that involved actors and real-life Burger King customers. According to Dictionary.com, "A *social experiment* is a type of research done in fields like psychology or sociology to see how people behave in certain situations or how they respond to particular policies or programs" (Dictionary.com, n.d.).

Burger King and No Bully, used this social experiment to determine how many people would stand up to the bullies bullying the high school student, vs. how many would complain about their bullied sandwich. They did this due to the research that has shown the number of school kids being bullied all over the world. Unfortunately, the results gave some sad conclusions that showed

that most people cared more about their bullied sandwich than standing up to bullies bullying a young boy.



Figure 2: Burger King still shot from ad (Burger King, 2017)

While bullying is a big issue in America and most places around the world, this experiments shined a light on how the bystander effects comes into play in the event of bullying. According to Psychology today, "The bystander effect occurs when the presence of others discourages an individual from intervening in an emergency situation. The greater the number of bystanders, the less likely it is for any one of them to provide help to a person in distress" (Psychology Today, n.d.). This campaign proved this to be true, as only 12% of the customers stood up and said something to the bullies or checked on the bullied boy.



Figure 3: Burger King still shot from ad (Burger King, 2017)



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Main Message

The main message No Bully and Burger King wanted to get across was how quick bullying can stop if someone chooses to stand up and intervene. Because after all, silence is complicity when it comes to bullying. The ad does not necessarily help promote Burger King or its Whopper Jr. sandwich, but instead it helps create awareness on the big issue that is bullying in America. The ad not only helps create awareness, but also urges people to do something about bullying and heroes those people who did do something about the high schooler being bullied. With this ad and message, Burger King decided to take on bullying as a social responsibility to society, as according to No Bully, "1 in 3 students is bullied in some form by their peers" (No Bully, n.d.).



Project Evaluation

Bullying Junior, a hidden camera social awareness experiment was evaluated based on the response it received from the public. The campaign made over 4 billion social media impressions worldwide (No Bully, 2017). And in less than two weeks the ad tallied 2.9 million views (The Review, 2017).

4 BILLION	+100 MILLION	\$45 MILLION
Impressions	Organic Views	Earned Media

Table 1: The One Club for Creativity (2018)

Following their Bullying Junior ad, Burger King released another ad in January 2018 that touched on net neutrality. This new ad increased the mentions of Burger King in the media, and also "mentions of the Google Home and the anti-bullying ads increased since the net neutrality video came out, extending the life of those campaigns and increasing their value." (Moore, 2018).

Theoretical Application

Burger King and No Bully targeted bullying with their Bullying Junior campaign, with the objective of creating awareness about the effects of bullying and the importance of standing up to bullies. The goal of the campaign was to compare how many would stand up for a bullied child versus a bullied sandwich, with the objective of promoting helping those around you if they are being bullied. The campaign creators applied positive social norms to correct the idea of staying silent when bullying takes place. While this campaign alone will not create this change alone, it helped start a conversation, highlighted the experience of some bullied children, and spread awareness on the issue. Overall, this social awareness experiment was commendable and needed, as society needs to continue to strive for a safe environment for children in schools.

The logo consists of the words "NO BULLY" in white, uppercase, sans-serif font, centered within a red speech bubble shape that points downwards.

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